



LIVE SEMINAR

How to Deliver Exceptional Customer Service



THIS SEMINAR AT A GLANCE:

- Increase the return on your customer service dollars
- Out service your competitors
- Make your customers feel important and appreciated
- Remain calm in the most demanding situations
- Transform complaints into valuable customer feedback
- Say “no” and be firm without antagonism
- Conquer the frustrations of customer contact
- Win over angry and abusive customers
- Reduce the stress and turnover that affects customer service personnel
- Achieve company goals and keep customer goodwill
- Ensure that customers are treated courteously and fairly — by everyone in your organization
- Use convincing expressions and actions that earn customer trust
- Become a master in the art of listening
- Understand customers who communicate poorly
- Be successful with the most difficult-to-deal-with people
- Stay calm and keep even the most volatile customers from losing control
- Gain the customer’s support for unpopular policies

How to Deliver Exceptional Customer Service

SEMINAR SUMMARY



A dynamic seminar that's a must-attend for everyone who communicates with customers

Every person in an organization — even those you may not think of as customer service personnel — has the ability to make a positive impact on customer relations.

This seminar will help you train yourself, your staff and your organization not only to head off problems, but also to rise to a level of service excellence.

Who will benefit:

Everyone who interacts with external and internal customers, especially:

- Receptionists
- Customer Service Representatives
- Technical Support Staff
- Sales and Marketing Staff
- Supervisors and Managers

How we present this material:

Your certified trainer will provide exceptional and outstanding customer service tips by using PowerPoint slides and a workbook full of interactive exercises and planned group activities. Questions and team discussion are encouraged and welcomed.

PROGRAM AGENDA

The Vital Role of All Customer-Contact Personnel:

You are familiar with your organization as an “insider,” but your customers judge you by their contacts and your “up-front” operations.

- Your organization through the eyes of the customer
- How to handle the inherent frustrations of heavy customer contact
- Why the choices you make with each customer contact are so important

How to Use Teamwork as a Powerful Force:

The very best customer service personnel can't be effective without internal support.

- Four ways to build a strong team
- How to get the support of managers, coworkers and staff
- Tips for improving cooperation between departments

Smart Techniques for Better Communication:

What you say may not be what the customer hears; the best intentions can be misconstrued through poor communication skills. You'll learn guidelines to communicate your message clearly, avoid misinterpretation and project a positive image of your organization.

- How to prevent misunderstandings
- Ways to make a winning first impression
- The secrets to good rapport with customers and associates

The Critical Art of Listening:

Are you hearing your customers clearly? Listening is not a passive activity, but a skill that requires concentration and practice. You'll learn how to really understand what your customers are saying.

- Twelve poor listening habits and how to avoid them
- Eleven techniques to sharpen your listening skills
- How listening can surmount a tense situation

Strategies for Customer Goodwill and Trust:

Every customer must place a certain amount of trust in the people and organizations they do business with. You'll learn how to win your customers' trust and build their feelings of loyalty for a long-term, satisfying relationship.

- How to make customers feel important and why you should
- The power of using names
- Effective techniques for building customer loyalty
- Five ways to reduce costly mistakes

Winning Telephone Techniques:

Often, the only connection with a valuable customer is the telephone. You'll learn how to combat the depersonalization of phone communications and be as effective on the phone as you would be face-to-face.

- How to avoid making a bad telephone impression
- Five ways to improve your over-the-phone persona
- Telephone greetings that set a positive stage
- Three simple rules for answering another person's phone
- Strategies for contending with rude or abusive callers
- Innocent statements that drive customers away

How to Deal with Complaints and Angry Customers:

An otherwise positive day can be destroyed by a single difficult customer. Worse, the difficult customer can break your concentration, raise your stress level and rob you of your effectiveness with other customers. You'll learn how to deal with the difficult while maintaining your professionalism and sanity.

- How to keep from becoming upset and unraveled
- The right and wrong ways to say “no”
- Techniques for handling complaints to the customer's complete satisfaction

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